

# Mauritius: Digital Engagement Monitoring or Helping Us bring Our Facebook Page to the Next Level



Project Title	Mauritius: Digital Engagement Monitoring or Helping Us bring Our Facebook Page to the Next Level
Project Summary	Are you a social media guru? Are you familiar with tracking social media statistics? Can you translate statistics into a digital strategy? If you answered yes to all three questions, you are the person we need!
Country	Mauritius

## Project Description

U.S. Embassy Mauritius is looking for an intern to design a comprehensive social media analytics strategy for its Facebook page (<http://www.facebook.com/usembassy.portlouis>). You will identify, evaluate and utilize the best tool(s) that can generate customized reports and track the Embassy's efforts on Facebook and other potential social media platforms, including tracking follower growth, identifying optimal times for engagement, tracking Likes and reactions for posts, monitoring mentions, delving audience demographics, determining reach, reviewing replies and comments for posts finding out what content is being shared, and examining click rates. this analysis must also include constituency Post Seychelles and island dependency of Rodrigues. furthermore to reinforce its social media presence the U.S. Embassy is exploring the possibility of setting up an Instagram and a twitter account. You will undertake a feasibility study and make recommendations to the U.S. Embassy on the viability of these two social media platforms in Mauritius.

## Required Skills or Interests

### Skill(s)

Data analysis

Marketing

Research

Social media management

Storytelling/blogging/vlogging

Videography

# Additional Information

None

# Language Requirements

Language	Speaking Proficiency	Reading Proficiency	Importance
French	Elementary proficiency	Limited working proficiency	Nice to Have